RESEARCH PLAN PROPOSAL

A CRITICAL ANALYSIS OF THE ROLE OF SOCIAL MEDIA IN CREATING A NEW YOUTH SUB-CULTURE IN JAIPUR CITY

For registration to the degree of Doctorate of Philosophy

FACULTY OF SOCIAL SCIENCES

THE IIS UNIVERSITY, JAIPUR

Submitted by

Prakriti Jain

Enroll.No:ICG/2015/20529

Under the supervision of

Dr.NishaYadav

Professor

Department of Sociology

IISU,JAIPUR

INTRODUCTION

Social media is social interaction among the people in which they create, share or exchange pictures, ideas, views in virtual communities and networks. It is the use of web-based media to have an interactive dialogue. The social media is increasing the democratic participation and it allows people to keep in touch with friends, family and communities. At the same time social media is changing the way in which people interact with others through social networking sites people are more connected with the other but at the same time it is making the people more isolated and creating a new sub-culture.10 years ago, young people may have only been in touch with friends and peer-groups when hanging out at school, or meeting up in town. Now young people can be touch through instant messaging, social networks, online games and many other tools. Young people are growing up in a *constantly connected society*.

Talk if 'real world vs. online world' or 'real world vs. virtual world' is mistaken. The online world is *real*. It has meaning for the young people who use it, and increasingly physical and virtual and woven together. But when a technology is developed, you cannot always predict how people will use it. Often young people are involved in 'technology appropriation' - taking social media tools and using them in new ways, developing and experimenting with new forms of communication using the tools available to them. The impact of social media is not equally spread across all young people. Some young people lack direct, regular access to the internet. Others may have literacy or skills issues which prevent them from participating fully in mainstream social media spaces. However, as social media brings about changes in society - it does impact upon all young people. Where young people have limited access to technology their 'digital exclusion' may add to 'social exclusion'.

Distinction from traditional media

Earlier people use to gain information, education, news,etc, by electronic media and print media. Social media are distinct from the earlier industrial media or traditional media such as

Newspapers A newspaper is a publication that is issued daily or weekly and includes local and international news stories, advertisements, announcements, opinions, cartoons, sports news and television listings.

Television is used for broadcasting and receiving moving pictures and sound over a distance.

The Power to Publish

20 years ago - if you wanted to create and share a video with the world then you needed expensive equipment to create the video - and then you needed the support of a broadcaster to get that video distributed. Or if you wanted to share written ideas with a large audience, you needed a publisher and printer to get your ideas into a book. Now, anyone with cheap technology can publish directly on the web. Without taking anyone's permission. Many young people are taking advantage of the power to publish - not necessarily intending content for a global audience, but using sites like YouTube to share video clips intended for friends, and platforms likeBebo to share photos or comments reliving a recent shared experience with friends.

Basic forms of Social Media

There are basically four kinds of social media:

- **Social Networks:** This allows people to connect with their friends and other people and share content. The popular social network these days is MySpace, Facebook, Twitter, Orkut, Whatsapp etc.
- **Blogs:** A blog is something which is regularly updated and it is an online personal journal or a diary. ***Meg Hourihan*** defines it as "collection of posts…short, informal sometimes controversial, and sometimes deeply personal…with the freshest information at the top.''
- **Wikis:** These websites allow people to add content to or edit the information on them. The best-known wiki is Wikipedia.
- **Podcasts:** These are the files that are available through subscription.

ROLE IN SOCIETY

Whether we realise it or not but Social media has a great impact on society.Social media sites have taken over our lives.In my opinion it has a positive impact.It has definitely made us closer with the relatives, friends and other people who are residing in other countries. It is a place where we can contact anyone around the world at any time. We can also share elements of our life, from what we enjoy to photos of ourselves and those in our lives. It is like being a part of that person's world, even though distance keeps us apart. But not all consequences of this technology are good ones. It has allowed us to hide behind screens and limited our social interaction face to face. Nowadays, people have so many members on their Facebook friends list but less number of

peoplewhom they see on a semi-regular basis. Social media has an enormous impact on each and every institution of our society. Even politics, culture, economics condition also gets influenced by the social media.

Role of Social media in Indian politics

In India, Social Media has emerged as a medium of masses. It has played an important role in recent protests and has portrayed social unrest. Common people are now able to raise their voice through Social Media such as Facebook and Twitter. It can keep a powerful check on the activities of the politicians by seeking transparency in their actions. For example, Anna Hazare, a 73 year old social worker from Ahmednagar gave the power a run for their money. With around 1, 00,000 '**likes**' on '**India against corruption'** on Facebook page .He was able to create a social movement against corruption.

Integrating communities

Social networking sites helps in integrating all the parts of the country including subcultures and minority groups who otherwise never get the physical means and space to practice their views and beliefs. Through social networking sites individuals can communicate with others irrespective of meeting face to face or present at a specified time. As these individuals are not aware of things they can use these sites and can raise their voices and can also participate. As these social issues need regular discussion individuals can use networking sites to communicate periodically or regularly depending on them and others' requirements. So we can say in a country like INDIA social networking sites is acting as an officer who integrate individuals about social issues like corruption, girl's education, and Human rights ,riots etc. Foreg.the incident which happened in JNU(Delhi) was more highlighted by the social media such as Facebook and Twitter rather than news channels.

Impact of Social media in Indian economy

Nowadays social media is responsible for creating a platform for marketers and app developers.These days people buy phone primarily to use *Whatsapp.* The economic impact of Social media for business use is that it acts as a marketing platform to connect with consumers and build brand value. The sale of mobile devices and internet connectivity has increased. Facebook has developed partnerships with local operators and optimized its product for lower speed and smaller data packages. Interent.org app allows people to browse health, education and other information services.

Impact on health

Over-usage of Social media can lead to tendency of less socialization aggression;suicuide.Itcan also cause narcissistic tendencies and anti-social behaviour in youth. For e.g. Facebookmakes people more prone to depression, anxietyand other psychological disorders. The more friends one has on Facebook less socially adjusted he/she is.

Effects on families

Through Social media parents and children separated through migration can be in touch with each other .Before which they could only communicate through occasional letters and expensive phone calls. But the young adults who have a strong Facebook indulgence show more psychological disorders which may lead to not wanting to interact with their parents and other family members. Consequently, there is no space for what we call*dadinanikikahaniya.*

Effects on individuals' relationship

Initially Social Media was used to fulfil social needs but now lonely individuals are drawn to the social media (Facebook, Instagram etc.) for emotional support. Social media is replacing face-to-face interaction. Extended use of Social Media has led to increased internet addiction, cyber bullying, sexting, sleep deprivation.

Effect on youth

Social media allows youth to stay connected with the friends and family, making new friends,sharing pictures and exchanging ideas. But there is high risk associated with over usage of Social Media such as inappropriate content, cyber-bullying etc. People are constantly under the impact of Social media. The main Social networking sites nowadays are:

Facebook

In February 2004, **MarkZuckerberg**, with the help of **Andrew McCollum**and **Eduardo Saverin**, launched a site called*Facebook*which changed social interaction forever. The Facebook is the biggest network of social interaction having more than 800 million active users. In which 50% of the users are always logged in. More than 350 million active users currently access Facebook through mobile devices.People spend a great deal of time of Facebook posting about what they eat, where they eat and

how they are feeling. There is no personal life of Facebook users now because they are constantly uploading their personal life publicly.
And for which if they do not get enough *likes*on those posts. It is matter of depression for them.There is a new phenomenon called*Facebook depression,* which leads to social isolation and sometimes promotes aggressive self-destructive behaviours and unsafe sexual practice. In older times, "addiction'' term was used in context of alcohol and other substances. The excessive use of social sites affects viewers mind, soul and body. According to Rosen, teens that use Facebook continuously may show narcissistic tendencies and young adults show more signs of other psychological disorders. Spending more time on Social media allows you to stay in touch with the people but may also bring health related problems. Facebook is also becoming a way to accelerate social movement. It is encouraging young users to get involved like never before. Forexample, in India *ANNA movement* is the most successful social media campaign India against corruption. Once you are the member of it is hard to avoid because it is so attractive that more and more population is spending time on this site.

Twitter

The second most widely used social networking siteis Twitter.Twitter describes itself as "a real-time information network that connects you to the latest information about what you find interesting." It makes everyday communication easy. But the most useful feature of this site is that a person can write anything in 140 words using hash tags about political issues, celebrity activities and social activists' movements. Nowadays, people are filing complaints about Indian Railways and surprisingly their complaints are getting resolved quickly. Earlier the hash tagskeys were only found on telephone to denote a number. Nowhash tags are a way to tweet on same subject. We can easily follow our favourite celebrity and can react on his/her views. Recently there was a twitter war between *SmritiIrani* and Congress leader *PriyankaMathur.* At the times of elections, it is very much helpful for election campaigning.One of the biggest strengths of Twitter is that it is easily affordable to every person who is using computers or mobile phones.

You tube

You tube is best known for online video. Here a person can easily access original video and can share them worldwide. It allows users to easily upload their videos through internet by mobile phones, computeretc. Before you tube, it was not possible to share video with large number of people.

SIGNIFICANCE OF THE STUDY

In today's world the youth is the one who changes their mind frequently over various issues. They develop positive or negative thinking by getting influenced with social media .Youth considers themselves active in society as being part of social media. The social media featured with many different pages, issues, comments of personalities on what is going around the globe and also with some anti -social and abusive stuff. These elements of social media on one hand make the youth aware about the scenario of their nation and world but on the hand also deviates them from their intellectual thinking and to follow an unwanted path blindly. And in a country like India where majority of population is youth which can also be called as youth population. I have closely observed that there is a new sub-culture which is developing among them, as I am a part of this sub-culture. And social media plays a vital role in developing this sub-culture. The future of this country is largely depended on this youth population. So, the study of this sub-culture is of great significance as it would help in determining the changing life-styles and behavioural patterns among the youth population. And the way it would affect the society at large.

AIMS AND OBJECTIVES

- **T**o identify the extent of usage of social media amongst the youth of Jaipur city
- To analyse the social and psychological impact of Social media on its user
- To observe the differential impact of Social media on girls and boys and on family relationships, kinship bonds and lifestyles
- To understand the role of social media in transforming the opinion of youth on various social institutions family, marriage
- To find out the average time spent by the youth on social networking sites and its impact on their personality and performance

REVIEW OF LITERATURE

- **Rivers(1964)** Opines that mass media is emphasized on entertainment now and ignores the information aspect.But he also argues that mass media have an important role in modern democratic society as the main channel of communication. The population relies on the news media as the main source of information and on the basis of which they form their opinions and voting decisions. He viewed that any selection of messages in the mass media will thus have a profound effect on the entire society.The life and death of each newspaper and TV station is at stake here when the income from advertising and sponsoring is proportional to the number of readers or viewers. The printed media have problems competing with the electronic media as sources of news. In order to survive, they are increasingly turning to other strategies such as entertainment, titillation, scandal mongering, and spreading fear - and spending fewer resources on serious researching of news. This is not only about the survival of the fittest of the news media; it is also about cultural selection and political selection. The news media are the most important channels for the propagation of culture, ideas, and opinions. Most opinion formation takes place when people sit and watch news and debates on television. Analysing the cultural selection in the electronic information society, we find that an important part of the selection lies in the choice between TV channels. The electronic media are first and foremost pacifying. It is a relaxation machine, and the viewer wants to be entertained. The faces on the screen are not chosen for their opinions but for their entertainment value. TV stations do not compete on ideologies but on sense impressions. An extreme example is music videos, satiated with fast changing sense impressions in sound as well as in pictures.He argued that media influencesthe people's opinions. People tend to selectively read what they already agree with and to rationalize their preformed opinions in the face of contrary arguments. Experimental evidence seems to indicate that the mass media have little power to change people's opinions on issues for which they already have formed a strong opinion, but they have a profound influence when it comes to setting the agenda and priming people on new issues. The way an issue is framed determines how it is discussed, which causes a social problem is blamed on, and which of the possible remedies are entered into the discussion.

- **Thornton(1995)**opines that now the life of youth totally revolves around the clubs and the raves. She calls it as ‘club culture’. She analysed that for youth the dance club is the new social hub now. The sense of place afforded by these events is such that regular attendant take on the name of places they frequent, becoming ‘clubbers’ and ‘ravers’. Club cultures are the ‘taste cultures’. Club crowds generally congregate on the basis of their shared taste of music, their consumption of common media and most importantly their preference for people with similar taste to themselves. Thornton coins the term 'subcultural capital' to make sense of the distinctions made by 'cool' youth, paying particular attention to their disparagement of the 'mainstream' against which they measure their alternative cultural worth. Without adult overheads like mortgages, pension plans and insurance policies youth are free to spend on goods like clothes, music, drink and drugs which form the nexus of adolescent gregariousness outside the home.Her work is innovative contribution to the study of popular culture. Focusing on the youth cultures that revolve around dance clubs and raves, she highlighted the values of authenticity and hipness and explores the complex hierarchies that emerge within the domain of popular culture. Using a rich combination of methods, She painted a picture of club cultures as 'taste cultures' brought together by micro–media (like flyers and listings), transformed into self–conscious 'subcultures' by niche media (like the music and style press), and sometimes recast as 'movements' with the aid of mass media (like tabloid newspaper front pages). She also analyses the changing status of the medium of recording, from a marginal second–class entertainment in the 1950s to the much celebrated, dominant form of clubs and raves in the 1990s.She used a variety of case studies and related it with the club culture. She advocated that the lives of the youth totally revolves around clubs now and they are not at all interested in the outside world but this is not the total condition now because in rural areas where the people cannot even afford the basic necessities of life there how they will afford the club expenses. She has only talked about the urban youth and the youth which is rich enough to afford the club expenses and she ignored the backward youth sections of the society.

- **Raghvan (1996)**opines that mass media impacts the youth in almost every field.He also focused on the positive and negative impact of media. He presented a survey of the origin and growth of the mass media in India, as part of the country's political economy, before and after independence. It is a critical assessment of the present media scene including the findings of the first-ever

country-wide survey of the social effects of the media, especially TV, conducted by the Centre for Media Studies during 1994-95; and recommended future that includes in the case of Akasvani and Doordarshan.He concluded that media is very useful in providing information the public.

- **Luhmann(2000)** opines that the role of mass media in the construction of social reality is so immense that people have started living in their virtual world.
  He argued that the system of mass media is a set of recursive, self-referential programs of communication, whose functions are not determined by the external values of truthfulness, objectivity, or knowledge, nor by specific social interests or political directives. Rather, he contends that the system of mass media is regulated by the internal code information, which enables the system to select its information (news) from its own environment and to communicate this information in accordance with its own reflexive criteria. Despite its self-referential quality, he describes the mass media as one of the key cognitive systems of modern society, by means of which society constructs the illusion of its own reality. The reality of mass media, he argues, allows societies to process information without destabilizing social roles or overburdening social actors. It forms a broad reservoir (memory) of options for the future coordination of action, and it provides parameters for the stabilization of political reproduction of society, as it produces a continuous self-description of the world around which modern society can orient itself.
  He concluded that the theory of communication in which communication is seen not as the act of a particular consciousness, nor the medium of integrative social norms, but merely the technical codes through which systemic operations arrange and perpetuate themselves.

- **Rampal(2001)** opines that media influences the youth in many ways .The east access to international media leads to the diffusion

of cultural values and ideas .Now the Indian youth is also watching the Hollywood movies and accessing the videos which has got American content and due to which the Indian youth gets influenced by it and starts adopting these values and culture.He argues that the easy access to technology and media has created a digital divide in the society .This is the age of 'world wide web',twenty-four hour cable news channel.He concluded that the growing media has divided the society into haves and the haves nots. Haves are those who have easy access to the technology and have nots are those who do not have easy access to technology.

- **Prasad(2002)** opines that all the forms of mass media such as print media,electronic media and social media plays an important role in the path of development.He gave the example of awareness among the people about HIV/AIDS that how the people are now aware about the fact that HIV/AIDS does not spread through touching or talking with the person who is suffering from the disease. He viewed that apart from media public discussion can also play an important role in the path of development. For example, an open discussion of sexual conduct, expectations and appropriate behaviour may not be acceptable in a society where strict gender roles and physician segregation of sexes are maintained .Open discussion may also be limited to others of the same social and education level, which will also limit the nature of the format. He also argued that the various forms of other types of media can also be very helpful in bringing about development in the society. The other forms of media are *Stage drama,puppetshow,Streetplay,Audio-visual media,hoardings and posters, exhibition set and cassettes etc.* He also viewed that the Print media is used in promotion of AIDS awareness in the form of stickers.notices, pamphlets,booklets and calendars. They are distributed or pasted in villages at common places where people congregate .They provide additional channels of AIDS education .He concluded that Communication and Mass media plays an important role and in order to achieve more development infrastructural development for mass media such as T.V. ,Print media should be done. But he did not focus on the ways by which

TV should be improved. Nowadays T.V. is only accessible to the rich and middle class people and most of the economically backward sections that constitute a majoritydo not have sufficient access to this powerful medium.

- **Jain(2005)**opines that mediaizationinfluencespositively or negatively on the life styles of youth in particular and changes the norms, values and role structures of society. She also viewed that issues of modernization, gender-issues, nation-building, socio-cultural dimensions in family welfare and violence against women and aged are also under the impact of globalization. Various factors which influence the degree of modernization such as educational, economic factors, mass-media etc. have been co-related with the aspirations in the light of organization role stress and job satisfaction. She concluded that in order to face new challenges and to adapt to the uses of new technology, one needs to get involved in active learning and creativity in a new form which also requires mechanisms to seek avenues for voluntarism and intergenerational activities.

- **Mahajan (2006)** opines that Globalisation is a complex phenomenon and due to which the world has become global village and globalisation affects the various aspects of our society such as political, social, economic and religious. Due to globalisation the media has also globalised now. Globalisation brings new technology, it may either increase employmentopportunities or more likely reduce employment. Globalisation has led to easy access to all types of media. Youth is under the impact of modern life-styles, professional ambitions, and unrealistic expectations. Commitment for marriage is disappearing as a result of modernisation in India now.He argued that impact of media has led to consumerism and has changed the fabric of contemporary Indian society.He concludes that the effect of media is so high on cultural values of youth who are already in a stage of identity crisis where they reject adult-authority. With the advent of satellite connections almost all the international news commercials, soap

operas and games can be seen.TV commercials and advertisements have influenced the buying habits of the youth

- **Ashwani(2008)**putstogether the optimistic voices of techno-idealists, critical social science perspectives on technology and a range of empirical material on the impact of Information and Communication Technologies (ICTs) on the lives of people. He traces these processes across urban and rural spaces of work, consumption, e-governance, and highlights the new kinds of social identities they are fostering in India. It opens up an arena for dialogue between activists, technologists, policy makers and academia on using ICTs for development.
  He viewed the diffusion of ICTs in India primarily in the socio cultural realm. In responding to the pioneering voices of innovators in ICTs, he provides empirical and theoretical assessments and critiques of some of the important though often latent, premises that underlie these powerful initiatives.

- **Salkowitz (2010)** opines that three forces are reshaping the world of the 21st century: youth, ICT and entrepreneurship, and he believes these intertwined forces will have some impact in the Western world, he expects them to completely remake business in less developed nations with populations that skew toward youth, including India, Vietnam, Nigeria, South Africa, Ghana, Mexico and Columbia. Tech-savvy twenty-something's with mobile devices in hand will figure out ways to serve base-of-the pyramid markets.He identifies an exciting new trend in global business and introduces us to a fresh young cast of entrepreneurs whose ideas are literally changing the world. It's a wake-up call for the old guard, a how-to manual for forward-thinking organizations, and a call to arms for the new. He shows how tiny start-ups in India, Brazil and other nations whose populations trend young are building online businesses on investment shoestrings, collaborating with others in their cohort (often across borders) and creating innovative approaches to maximize minimal resources.The book will inspire the government, corporations, international

organizations, and non-governmental agencies to seek fresh, market based initiatives to ensure that the entrepreneurial revolution continues without being derailed by special interests.

- **Kirsh(2010)** Opines that media plays an important role in the development.He is of the opinion that media consoles such as T.V.,Videogames,Computers should be not be there in children's bedroom because it keeps the children occupied.Media also impacts the academics of children.Media impacts the youth and children negatively. Media plays an extensive role in an individual's daily life. Right from the second we wake up till you go to bed after saying goodnight to our wife, kid, parents, siblings or friends, we are surrounded in a world built just for us by the media. With the advent of advanced technology, there has been a drastic shift from the telegraph, and then the radio, newspapers, magazines and now to the most widely used- the internet.

- **Choudhary(2010)** opines that media especially electronic media(T.V.) has a major role in daily lives of the people.The viewing can entertain the young and old alike for great amounts of time.Along with entertainment ,the media is used to inform society.But he argues that today the TV channels and newspapers are making fast money by cashing on the news in wrong way.In the race to bring more popular and to make money they have broken all the limits media must follow while serving to build a healthy environment.He argued that media has got a vital role in moulding a good society.as afr as youth is concerned they have tendency og grabbing the dialogues,actions etc. aired or published through the media.so the media must aware of this fact .Media should always try to side with the truth. He concluded that media is the biggest tool to bring awareness in the society, either it be social,political or economical.

- **Haryal (2011)** opines that humans have now started getting so weird ,that people find it comfortable exchanging messages, writing on walls, scrapping on walls and chatting on social networking sites rather than meeting up people or even calling

someone. The 'virtual world' is changing reality at a fast pace. He talks about the influence of social media on politics, journalism, recruitment etc. He believes that each time you update your status message or tweet; it creates an impression about you and forms an image in the mind of the reader. This is a continuous process and slowly but steadily 'perceptions' emerge or get modified or change about a person or a firm by the way their social media presence is executed.

- **Subramanyam(2010)** opines that digital tools play an important role in the lives of youth and presents both the risks and benefits of these new interactive technologies. From social networking to instant messaging to text messaging, the authors create an informative and relevant guidebook that goes beyond description to include developmental theory and implications.He clarifies that despite the widespread popularity of digital communication, technology use varies between groups globally. He also provides a refreshing focus on the positive aspects of the youth online media experience, as well as noting the many potential hazards. The book is infused with a strong developmental perspective that helps unite such disparate topics as cybersex, civic engagement, and game violence, among many others. The focus on three key developmental tasks of adolescence—sexuality, identity, and establishing intimate relationships—provides an effective organizing framework.

- **Hendrick(2012)**provides a comprehensive and scholarly analysis of social media while combining both the implementation and the effect of social media in various environments, including educational settings, politics, legal and ethical issues. All chapters constitute original research while using various research methodologies for analysing and presenting significant information about social media.He explored the emerging role and impact of social media as they evolve. He has also discussed about the media ethics and the role of media in democracy.

- **Sharma(2012)** opines that the blend of traditional folk media and electronic media can play reinforcing role and fulfil specific development objective. She concentrated mainly on the traditional folk media of Haryana in rural development. He viewed that use of folk media in its full potential would bring socio-economic change in society. But she also argued that the not all fork forms are flexible enough to be used for development. Only appropriate folk forms like *saang,ragini,*street theatre and secular folk songs can be used for propagation of development messages. The government and non-governmental organisations are playing crucial role in propagating the social message through folk media.

- **Saxena(2012)** opines that conventional media is heavily dependent on capital and technology, which has created space for alternate media. He viewed that video can be used as a tool for community development; film can be the forum for portraying the real face for Indian women. He analysed the effect on media content on the development of various segments of society i.e., children, youth and women. He argued that role of media in formal and non-formal education and also contributes to women empowerment, even touching upon the issue of empowerment of fisherwomen. He also emphasised that media, particularly new media, social media and mobile media could contribute significantly to formal and non-formal education. Media trends and technologies towards education have also been analysed.Since the introduction of television in our country in late 70's visual media becomes a very potential tool in informing the current news to the society, entertaining the people and shaping up of public opinion. The World Wide Web and web 2.0 technologies have given rise to electronic media where even a common man can express views through blogs, website posts, Facebook and twitter like social media. Coupled with traditional print media all these audio video and social media caters to a richly diversified media industry in India.Media helps in fighting against corruption, nepotism, cronyism of institutional machinery and carrying out relentless campaign against them. Media acted as a catalyst to government action compelling government to swing into action including

suspending ministers and putting ministers into jail. Without media, the news of government schemes and benefits would have never reached the target audience. He concluded that media plays positive role in the society.

- **Murthy(2012)** Opines that Twitter has become a household name, and plays an important role in national elections, natural disasters, and political movements, as well as for what some malign as narcissistic "chatter." He takes a critical step back from popular discourse and media coverage of Twitter, to present the first balanced, scholarly engagement of this popular medium. Murthy not only discusses Twitter's role in our political, economic, and social lives, but also draws a historical line between the telegraph and Twitter to reflect on changes in social communication over time.He examines Twitter as an emergent global communications medium and provides a theoretical framework for students, scholars, and tweeters to reflect critically on the impact of Twitter and the contemporary media environment. He used various case studies including citizen journalism, health, and national disasters. He concluded that twitter has numerous benefits such as it helps in staying connected with the world,people are informed about what is happening in the world.

- **Athique(2012)** opines thatrapid growth in the Indian media industries and the vibrancy of India's popular culture is making a working understanding of the Indian scene a prerequisite for any serious study of media in the twenty-first century. As one of the largest and most influential emerging economies in the world today, India now plays a crucial role in any serious discussion of social and economic change taking place at the global level. As new commercial and political alignments take shape in the face of new global circumstances, thinkers and decision-makers are inexorably drawn towards the reality of a new India being forged in the technological and cultural flux of global media flows. The author talks about the process of 'AMERCANIZATION' and 'GLOCALIZATION'. But only in cultural aspects he did not focused on other aspects of the society that are affected by media. Apart from cultural aspects there are other fields also that are under

the immense impact of media and which are capable enough to bring about change in the societal values of Indian society.

- **Geert(2012)** opines that new media has reached a second phase of maturation, after WikiLeaks and the Arab Spring demonstrated the politically crucial dimension of the Internet. This political shift is accompanied by growing criticism over corporations such as Facebook or Google, and a general concern about Net Neutrality and regulation of the Internet. In his words, "the friction-free days of a 'multistakeholder' governance [of the Internet] are now over," and what comes next is a confusing struggle for the definition of the technological foundations of our society. He presented a comprehensive review of the state of the art of Net Criticism. He viewed that the main problems of social media are psychological confusion due to information overload, pervasive surveillance, impoverishment and fragmentation of public conversation, commoditization of social life, power concentration in tech-companies, and so on. Therefore, now that we have realized that the present state of social media is going in the opposite direction of the "public sphere" dreamed up by Habermas, and that complex mechanisms of governance are operating behind the walls and platforms of our virtual accounts, it is time to organize criticism in a constructive way, a way that is to find solutions and search for alternatives. He advocated a common effort to build and strengthen a humanistic perspective in the understanding and design of new media, in a context where pragmatic technoscientific approaches neglect social reasoning in favour of economic interests and libertarian positions. To such an end, we need to recover from the shocking flow of information produced by the real time paradigm, to overcome the rush of trying to catch up with the latest trend, and to regain the analytical and reflexive space that allows us to capture the main features of Net culture. He insisted that we need to focus on searching for central, key elements in order to develop strategic concepts that resist the rapid rhythm of changes. These central concepts should not be only analytical, but also performative in that they enable political, cultural, and social initiatives.

- **Paul(2013)** opines Social media is powerful means of social relations in the 21st century which continues to emerge as a major force in global society and provides much more personal and interactive form of social relations. This book presents a comprehensive and inclusive overview of social media usage and its impact. The book explains the concept of social media and its basic forms; demonstrates how social media content can be used to predict real-world outcomes; examines key features of social media and their significance in contemporary higher education; explores the development and examples of User Generated Content (UGC); explains the various social media models available today; discusses use of social media as a coordinating tool for nearly all of the world's political movements and finally presents current scenario of social media monitoring and engagement of corporations in social media like Twitter, Facebook, YouTube, Corporate blogs and the likes for the purpose of brand building and remaining competitive.

    - **Muschert(2013)**opines that digital divide is a complex and dynamic phenomenon and in its simplest sense,it is conceptualised as a form of stratificationToday the biggest concern is not always concerning access, but the Digital Divide among peoplei.e, have's and have's not resulting in the ways people use the internet.They start by reminding us that "communications is afundamentalhuman right is beginning to understand thekey role that the Internet plays. However, rather than focus on the benefits of broadband and Internet connectivity, theauthors address their discussion on two significant dilemmas that have receive less attentionfrom policy maker and commentators. First, the challenges faced by the unconnected and,second, that all connectivity is not created equal. Indeed, the authors argue that "in theInternet age, which technologies and devices you use to connect increasingly determine your online opportunities." These different opportunities are at the bases of the new digital anda social inequality in the Internet age.The author has done an in-depth comparative analysis of inequality and the stratification of the digital sphere. Grounded in classical sociological theories of inequality, as well as empirical

evidence, he defines ‘the digital divide’ as the unequal access and utility of internet communications technologies and explores how it has the potential to replicate existing social inequalities, as well as create new forms of stratification.

- **Ruddock (2013)**discusses how and why youth media studies matter, how it should be studied, and what we can learn from the findings. He offers a fascinating introduction to how media defines the identities and social imaginations of young people. The result is a systematic guide to how the notion of media influences 'works' when daily life compels young people to act out their relationships through media content and technologies. He gave an introduction to how the media shape our lives.Using a series of case studies running the gamut from Kony 2012 to the life and times of*Jackass* star Bam Margera,He explores how profit-driven media leads to the commodification of violence. Ruddock argues that the media frames violence such as the Columbine shootings in a manner to suggest that the world is far more dangerous and disorderly than it actually is; he states, “Media power is about highlighting, repeating and interpreting; school shootings are frequently brought to our attention as common events that represent a series of coherent dangers to social order”. Ruddock argues that the media create interpretations and archetypes for violent events, like school shootings, and attempt to apply this understanding to similar events even when they do not fit. He also discusses how this happens not only with news media, but with social media as well, as exemplified by the Finnish school shootings. Young people are participating, even if unwittingly, in the proliferation of the profit-driven framing of violence by the media.

- **Majumdar(2014)**opines thattension exists between technologists and social thinkers because of the impact of technology and

innovation on social values and norms, which is often viewed as damaging element to the cultural fabric of a nation or society. Since the global business environment is the context in which implementation of technology and innovation takes place, it is widely accepted as the major reason for such conflicts. He formulated a model that can be used to analyse the existing social innovation with regard to its formalised characteristics, actual changes in practice and social structure that it induces and social value that it effectively creates. He was of the view that knowledge will be better transmitted when there is functional knowledge system in society and therefore he suggested improvements in educational system.

- **Buckingham (2014)**opines that the impact of globalization on youth culture is enormous, he provided a timely reappraisal of youth cultures in contemporary times.He argued that youth culture is the way adolescents live, and the norms, values, and practices they share. Culture is the shared symbolic systems, and processes of maintaining and transforming those systems. **Youth culture** differs from the **culture** of older generations. From the Birmingham School to the youth escapes of South Korea, this unique collection explores the impact of new technologies on youth cultures in contrasting geographic locations. Drawing on international examples of youth cultural formations in the UK, the USA, Russia, Spain, South Korea and India. He concluded that the new technology has created new culture amongst the youth.

- **Danah(2014)** provides an in-depth introduction about fears of Internet addiction, sexual predation and the myth of teens as 'digital natives'. She explores tropes about identity, privacy, safety, danger, and bullying. As an overarching structure which outlines the forms and consequences teens' online interactions take, Boyd introduces four affordances which she identifies as central to the text: "persistence", "visibility", "spreadability" and "searchability". However, Boyd's central claim is in other respects very simple, surprisingly so, perhaps, and also not dependent on or determined by those affordances at all: "Most teens are not compelled by gadgetry as such—they are compelled by friendship". Again, Boyd

reminds us that to understand teens' online behaviours requires a better comprehension of their broader lives, beliefs and desires.Boyd's conclusions are essential reading not only for parents, teachers, and others who work with teens but also for anyone interested in the impact of emerging technologies on society, culture, and commerce in years to come. Offering insights gleaned from more than a decade of original fieldwork interviewing teenagers across the United States, Boyd concludes reassuringly that the kids are all right. At the same time, she acknowledges that coming to terms with life in a networked era is not easy or obvious. In a technologically mediated world, life is bound to be complicated.

- **Blair (2015)**opines thatadvancements in communication and leisure technologies over the past decade have radically transformed the role of technology in the lives of youth. Around the globe, children and adolescents are often seen as being the first to embrace new technologies, such as new forms of social media. Having a cell phone, once regarded as an adult technology, has become a necessity within youth culture in many societies. Even video games, once limited to stand-alone computers, have become a venue for social gatherings of youth. The rapid pace of technological advancement has brought about profound changes in the very nature of childhood and adolescence. His work examines the role of technology in the lives of adolescents and youth.

- **Nerone(2015)** opines that media has a particular task to perform in governance especially in democracies. He believed that the media person should make democratic government possible by making information available to people, who then discuss it and make up their mind and vote. Media represents the public opinion and public opinion is important in governance and media is important because the people who run the things accept the fact that they have to answer to a universal supervising intelligence represented by media persons. He also argued that due to media involvement in almost each and every aspect of the lives of the people the primary relation no more exist now. Media has led to the time and space distanciation because of which relations with those who are distant are more close and the people who are near are more distant. He

concluded that though media acts as a watch dog in the democratic society. But in a networked society, weak ties are more important than strong ties. Strong ties are like those which you share with your family, ties that are durable and built up out of more than one shared interest. Traditional democratic theory assumed that citizens would have relatively strong ties in the political community. They would share not just membership in the state, but also a set of values, religious beliefs, public space and local resources and so forth. All of these things become increasingly voluntary and personal in the age of mobile privatization.

RESEARCH METHODOLOGY

OPERATIONAL DEFINATION

Social media: Social media is the social interaction among the people in which they create, share or exchange information and ideas in virtual communities and networks.

Subculture: That culture which have values and norms that are distinct from the main culture. It is the alternative culture within the mainstream culture.

Youth: Men and women within the age group of 18-30.

RESEARCH QUESTIONS

- What is the extent of usage of Social media?
- Does the extent of use vary amongst girls and boys?
- Does the extensive use of Social media affect the relationship/kinship bonds?
- What is the impact of Social media on the life style, aspirations, educational and other cultural factors?
- What is the role of Social media in forming/transforming opinion (public/personal)?
- What is the social and psychological impact of Social media on its user?

Area, universe and sampling

The area for the study isurban Jaipur city. Universe will consist of the people in the age group of (18-35) and (40-50) years. In the survey 250-250respondents inall 500 respondents will be contacted for the purpose of data collection from (Malviyanagar and Tonk Road) Jaipur city for which purposive sampling will be used.

Tools for Data Collection

The following tools will be used for the purpose of the study:-

1) Interview Schedule

The respondents will be made to answer the questions put to them regarding the use of Social media.

2) Secondary sources-These sources help in providing certain information which may be difficult to obtain otherwise. Besides this sources also help in supplementing the information obtained through primary sources as well as providing guidelines to the investigator.

3) Observation-The people who are using Social media can also be observed.

4) Ethnography-If applicable

CHAPTER SCHEME

1) Introduction

2) Media and society

3) Conceptual and theoretical framework

4) Review of literature

5) Research methodology

6) Social media and youth: empirical findings

7) Conclusion

REFERENCES

- Rivers. (1964).*The Mass Media,* London: Harper & Row Publishers.
- Raghvan N.S. (1966).*Social effects of mass media in India,* New Delhi:Gyan Publishing House.
- Thorton.S. (1995).*Club Cultures: Music, Media and Subcultural Capital,*United Kingdom:Polity Press.
- Srinivas. M.N.(1995).*Social change in modern India,* Delhi: Orient black swan.
- Kumar.A. (1998).*Encyclopaedia of Mass Media and Communication,* New-Delhi: Anmol Publications Pvt. Ltd.
- Luhmann.N.(2000).*The reality of Mass Media,*UnitedStates:Stanford University Press.
- Rampal.K.(2001).*Media,sex,violenc,Drugs and the global village,*England:Rowman and littlefield publishers.
- Prasad.K.(2002).*Communication,modernisation and social development,*Delhi:B.R. Publishing Corporation.
- Jain.S.(2005).*Youth,Media and Social Change,*Jaipur:Sublime Publications.
- Mahajan.S.(2006).*Globalisation and Social change,*NewDelhi:Lotus Press.
- Saith. A. (2008).*ICTs and Indian social change*,NewDelhi:Sage publications.
- Choudhary.R.(2010).*Role of media in society,*NewDelhi:Mehra offset Press.
- Salkowitz. R.(2010).*Young world rising,* New Jersey*:*John Wiley & Sons
- Kirsh.S.(2010).*Media and Youth:A developmental perspective,*NewJersey:John Wiley & Sons.
- Subramanian. K.(2010).*The Digital Youth: the role of media in development,* New York: Springer science and business media.

- Haryal. V. (2011)**.** *Social media simplified*, Delhi :PrabhatPrakashan

- Hendrick.J.(2012).*Social media:Usage and Impact,* United Kingdom:Lexington Books.
- Athique.A.(2012).*Indian MEDIA,* United Kingdom: Polity Press.

- Geert.L.(2012).*Networks without a cause:A critique of Social Media,*UnitedKingdom:Polity Press.

- Murthy.D.(2012).*Twitter: Social Communication in the Twitter age,* U.K: Wiley Publishers.
  - Sharma.M.(2012).*Communication media and Social Development,* Delhi: Nirmal Book Agency.
  - Saxena.M.(2012).*Issues of Communication Development and Society,* New Delhi: Kanishka Publishers.

- Martin.P.(2013).*Social media:usage and impact,* New Delhi: Global publishing house.
- Ruddock .A.(2013).*Youth and Media,* London*:*Sage publications.
- Glenn. M. (2013).*The digital divide: The internet and social inequality in international perspectives,London:* Routledge.
- Buckingham. D.(2014).*Youth cultures in the age of global media,*U.K.:Palgrave Macmillan.
- Boyd. D.(2014).*It's complicated*, Unites States of America: Yale university.
- Majumdar. S. (2014).*Technology and Social change,* Mumbai: Springer India.

- Blair.S.(2015).*Technology and Youth: growing up in the digital world,* U.K*:*Emerald Group Publishing.
- Nerone.J.(2015).*Media and public life,*UnitedKingdom:Polity Press.